

REMARKS/ARGUMENTS

The Office Action has been carefully considered. The issues raised are traversed and addressed below with reference to the relevant headings and paragraph numbers appearing under the Detailed Action of the Office Action.

Claim Rejections – 35 USC § 103

In the Advisory Action, the Examiner has indicated that the feature "allowing the user to define the blurring programs" is not claim language. We would however submit that it is inherent within the structure of the claim that the claimed system allows a user to define deblurring programs by selecting a respective encoded card.

In any event, in view of the objections raised by the Examiner the claim has been further amended and in view of this, we believe that this is a moot issue.

As mentioned above, in view of the Examiner's objections, claim 6 has been further revised to include the feature of linear image sensor for sensing data provided on optically encoded cards. A basis for this can be found for example on page 43 of the specification which discusses the DotCard and Artcam technologies and in particular, in the crossed referenced US Patents and Patent Applications, such as US Patent US-6,431,669.

In particular, US-6,431,669 describes, in column 15, that the Artcam includes a linear image sensor 34 and that the encoded cards are in the form of cards including printed data in the form of an array of dots (see for example column 15, line 18) which can be encoded as a VARK script.

We respectfully submit that the use of optically encoded cards is not described by the cited prior art.

We appreciate that the Examiner will be required to perform further searching and accordingly, in the event that additional relevant prior art is cited against the application, additional dependent claims 9 to 14 have been included which relate to the nature of the dot encoding, the presence of a human readable representation on the encoded cards in the form of an original image and a modified image, the cards being formed from a plastic film and dye fixing layer and a camera system including a motor for propelling the cards past a sensor.

A basis for all of these claims can be found in column 15 of US-6,431,669.

Additional dependent claims 15 to 20 have also been added which relate specifically to the structure of the coded data and the decoding process. A basis for these can be found in Figures 50 to 56 and 67.

We therefore respectfully submit that event in the event that the Examiner deems claim 6 to novelty and inventive step additional inventive features can be found in the new dependent claims 9 to 20.

In light of the above, it is respectfully submitted that the objections and claim rejections have been successfully traversed and addressed. The amendments do not involve adding any information that was not already disclosed in the specification, and therefore no new matter

is added. Accordingly, it is respectfully submitted that the claims, and the application as a whole with these claims, are allowable, and a favourable reconsideration is therefore earnestly solicited.

Very respectfully,

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